



# JACKSON TURNER

## Conversion Specialist

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📍 Los Angeles

🌐 www.qwikresume.com

### PROFESSIONAL SUMMARY

Innovative Conversion Specialist with a decade of experience in optimizing digital conversion strategies. Proven expertise in data analysis, A/B testing, and user experience enhancement, driving significant increases in conversion rates. Committed to utilizing analytical insights and creative solutions to deliver impactful results for dynamic organizations.

### WORK EXPERIENCE

#### Conversion Specialist

📅 Feb / 2018-Ongoing

Maple Leaf Consulting

📍 Toronto, ON

1. Managed the successful conversion of retirement plan accounts, enhancing process efficiency and client satisfaction.
2. Collaborated with clients to establish processing protocols and prepare comprehensive legal documentation.
3. Conducted thorough reviews of processing procedures with cross-functional teams to ensure compliance and accuracy.
4. Executed balance forward plan allocations, ensuring timely and accurate processing.
5. Generated detailed participant statements and employer reports, improving transparency and user engagement.
6. Performed reconciliations of customer trust accounts, maintaining precise account balance totals.
7. Resolved discrepancies promptly, fostering strong customer relationships and trust.

#### Conversion Specialist

📅 Feb / 2015-Feb / 2018

Silver Lake Enterprises

📍 Seattle, WA

1. Served as a Conversion Specialist at Les Schwab, overseeing the transition to new point-of-sale software.
2. Facilitated the conversion process and trained staff on new systems to ensure seamless integration.
3. Supported the help desk by efficiently categorizing and directing email tickets to appropriate teams.
4. Translated legacy CAD drawings for Lockheed Martin, improving workflow efficiency.
5. Led the branding conversion of franchise tanning salons to Sun Tan City, enhancing brand consistency.
6. Coordinated staff retraining initiatives to align with Sun Tan City brand standards.

### EDUCATION

#### Bachelor of Science in Marketing

📅 Feb / 2012-Feb / 2015

University of California

📍 Santa Monica, CA

Focused on digital marketing strategies and consumer behavior analysis.

### SKILLS

#### Data Management



#### Segmentation Strategies



#### Performance Metrics



#### Performance Analytics



#### Customer Retention



### INTERESTS

🎧 Podcasts

🗣 Language Learning

🎵 Dancing

🚴 Cycling

### STRENGTHS

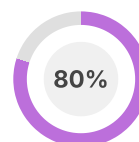
🔧 Intuition

👥 Leadership

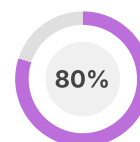
🎧 Listening

👤 Mentorship

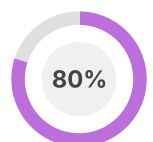
### LANGUAGES



English



Japanese



Swahili

### ACHIEVEMENTS

🌟 Increased conversion rates by 30% through targeted A/B testing and user experience enhancements.

🌟 Developed and implemented a data-driven strategy that improved customer retention by 25%.